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## Mustang.com and Pipkins Join Forces In eService Workforce Management

*Business Editors. Business Wire. New York: Dec 23, 1999. pg. 1*

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People: [Pipkins, James](#)

Author(s): [Business Editors](#)

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### Abstract (Article Summary)

1 Mustang.com, Inc. (Nasdaq:MSTG), the provider of Trusted eService Solutions(TM), and Pipkins, Inc., a provider of Workforce Management Systems for more than fifteen years, announced today that the two companies have successfully integrated direct support for the Pipkins Maxima Advantage workforce management system into Mustang.com's Mustang Message Center eService platform. The collaboration will permit companies to intelligently manage their e-mail customer service workforce, ensuring service level goals are met in the most cost-effective manner possible.

2 Mustang Reports(TM), the historical reporting component of the Mustang Message Center platform, can now export system data to Maxima Advantage for analysis in recommending staffing and scheduling levels. Customer service centers may now forecast e-mail customer service representative (CSR) staffing requirements. Additionally, they receive the ability to monitor service level adherence with the same accuracy as for traditional call centers.

3 "Companies using both Mustang Message Center and Maxima Advantage will build or extend their competitive advantage," stated Jim Harrer, Mustang.com President and Chief Executive Officer. "This marriage allows companies to solve the service vs. cost equation. No longer is there a choice between two imperfect options. This partnership provides an ideal solution, optimum service coverage and cost-effective operations."

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Copyright Business Wire Dec 23, 1999

BAKERSFIELD, Calif.-(BUSINESS WIRE)--Dec. 23, 1999--

Mustang Message Center(TM) Updated To Share Data With

Pipkins Maxima Advantage(R) Workforce Management System

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7 Workforce management is the process of balancing the burden of work to be completed with the resources available to complete that work. Without work volume benchmarks or targets, overstaffing or understaffing can result. And as costly as overstaffing is to the company, understaffing which leads to inferior service and customer dissatisfaction may be even more treacherous.

8 "With the advent of products such as Mustang's Message Center, users can leverage our system design to gain the optimization benefits of a truly integrated call center. We had anticipated the evolution of the multi-media call center and engineered our system to accept and process data from any type of CRM media," stated Dr. James Pipkins, Founder and Chief Executive of Pipkins, Inc.

About Pipkins, Inc. and Maxima Advantage(R)

9 Pipkins, Inc. (Pipkins), founded in 1984, is the leading supplier of workforce management software (Maxima Advantage) and services to the call center industry. Maxima Advantage, which features Merlang(TM), Pipkins' proprietary optimization algorithm, is the most robust and feature rich system available. It enables managers to solve the complicated operational issues in today's multi-faceted call center environment. Its open design allows for the complete integration of all CRM technology. Pipkins' systems forecast and schedule more than 100,000 agents in over 300 locations across all industries worldwide. Corporate headquarters are located at 1031 Executive Parkway, Suite 110, Saint Louis, MO 63141. Inquiries can be addressed via voice, 314-469-6106; fax, 314-469-0841; or e-mail, [info@pipkins.com](mailto:info@pipkins.com). Additional information is available from Pipkins on the Web at <http://www.pipkins.com>.

About Mustang.com and Mustang Message Center

10 Mustang.com enables loyal, high quality customer relationships through the design, development and support of Internet and e-mail based customer management software applications. Mustang Message Center is an award-winning eService solution that improves e-mail management in mission-critical, high-volume customer service operations. Currently, 326 customers, plus approximately 50 or more in pilot, actively utilize the Mustang Message Center for 24x7, mission-critical customer service, supporting hundreds of thousands of transactions every day. The company's prior announcement of 375 customers included customers in Mustang's pilot programs and was made in error. Corporate headquarters are located at 6200 Lake Ming Road, Bakersfield, CA 93306; with offices in Atlanta, GA; Chicago, IL; Ft. Lauderdale, FL; Los Angeles, CA; Phoenix, AZ; Seattle, WA; and Washington, D.C.

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## Pipkins Teams With Mustang.com To Enable Call Center Agents To Integrate Phone Call and E-mail Functions

*Business Editors. Business Wire. New York: Mar 16, 2000. pg. 1*>> [Jump to full text](#) Author(s): [Business Editors](#)Publication title: [Business Wire. New York: Mar 16, 2000. pg. 1](#)

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ST. LOUIS--(BUSINESS WIRE)--March 16, 2000--PIPKINS(TM), Inc., the leader in workforce management systems for 16 years, and Mustang.com (Nasdaq: MSTG), a leading provider of customer e-mail management solutions, announced that they have joined forces to allow customers to intelligently manage their e-mail customer service workforce. The companies have integrated their respective products to enable call center agents to handle both phone calls and e-mail responses during their shifts.

Mustang Reports(TM), the historical reporting component of the Mustang Message Center(TM) e-mail platform, can now export system data to a format that is then used by Pipkins' Maxima Advantage(R) Workforce Management System for analysis in recommending staffing and scheduling levels. Customer service centers may now forecast e-mail management and the customer service representative (CSR) staffing requirements. Additionally, they receive the ability to monitor service level adherence with the same accuracy as traditional call centers.

Full Text (528 words)

Copyright Business Wire Mar 16, 2000

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15 The integrated system will provide Pipkins with incoming e-mail information such as e-mail offered, average handling time, and service level achieved. This information will enable a supervisor to staff e-mail response handling more efficiently. Prior to this capability, tracking management and staff deployment was a manual function and often resulted in additional staff hours. The new integrated function yields corporate savings in personnel and creates staff efficiency.

16 "With the advent of products such as Mustang's Message Center, users can leverage our system design to gain the optimization benefits of a truly integrated call center. We had anticipated the evolution of the multi-media call center and engineered our system to accept and process data from any type of CRM media," stated Dr. James Pipkins, Founder and Chief Executive of Pipkins, Inc.

17 "Companies using both Mustang Message Center and Maxima Advantage will build or extend their competitive advantage," stated Jim Harrer, Mustang.com President and Chief Executive Officer. "This integration helps companies solve the difficult service versus cost equation to meet their service level goals in the most efficient manner possible."

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